

DEPARTMENT HIGHLIGHTS

Halogen Network

Matthew Robinson

Montreat students visited Halogen network on Friday, Feb. 26. Dr. Jim Shores and Callan White-Hinman presided over the group. The idea was to create a relationship between the college and the television network based in Charlotte, NC.

Halogen's target audience is the 18 to 34-year-old age group. The network, launched in 2009, also uses web, video on demand, and mobile formats to reach its viewers. Halogen plans to expand distribution and launch internationally by 2011.

In explaining the dynamics of Halogen its brochure explains, "We have found that individuals are embracing their need for connection: with themselves,

with others and with the world around them. Whether we connect through television, the Web or real life, we are dedicated to being the leading resource of information and entertainment for making our world a better place to live."

The visit began with a tour of the facilities. We began with a look at a control room. This room consisted of a bunch of computers and screens. Halogen is a network, but is housed at Mediacom, which provides space and equipment.

We then met producer Tyler Garnett. He is currently working on a series "Noble Exchange." He and his team spent a couple of months in Africa filming this show.

Garnett told us many things about the filming and editing process. He relayed not only current experiences, but also what he learned when starting his career.

Experience and goal setting are essential to staying alive in the industry. We received good, basic advice.

"Make your crap look good," Garnett said.

The students then went to other areas and viewed a production set-up, and saw two studios where productions are filmed. These rooms were huge. The ceilings were covered almost entirely with lighting fixtures.

Christie Legg, the vice president of special markets at Halogen, then took us to the Green Room. We watched a

Halogen promotional program. Samples of the shows were shown followed by a question and answer opportunity.

Legg explained how Halogen is a Christian network without ever mentioning Christ. Ethos is the underlying principle expressing the diversities in humanity. One purpose of Halogen is to showcase the journeys of differing individuals or groups. Relationship is at the heart of Halogen's purpose.

The concept behind Halogen is complicated. Halogen is a group of five elements on the periodic table that inspired the concept and the name of the network. Four common pillars of every human soul, written by N.T. Wright, are mentioned in the net-

work's creed. They are, "a longing for justice, a desire for relationships, a quest for spirituality and a delight in beauty."

The format really caught the attention of the students. I feel it provoked a genuine interest in Halogen. This experience perhaps sparked the imagination inside us as well. Legg offered the opportunity for students to submit work to Halogen for possible publication on its website.



This semester, Dr. Jim Shores and his wife Carol Anderson are chapel speakers at Geneva College, Eastern Mennonite University, Anderson College, Gardner-Webb University, and Montreat College. Dr. Shores heads up the Communication Major here at Montreat. He and his wife have a Christian theatre company called Acts of Renewal that tours nationally, performing at colleges, conferences, and churches. They have toured for 18 years and have created material for Focus on the Family and Family Life Today, have performed with Steven Curtis Chapman and Third Day, and served speakers like Dennis Rainey, Luis Palau, and Crawford Laritz.

Themes this spring include Faith and Doubt, the Role of Suffering, Sabbath & Rest, and healthy relationships. Acts of Renewal is creating new marriage material for upcoming events with Family Life, including an upcoming Family Life Cruise next winter!

Wetland Ecosystems will be visiting the Okefenokee Swamp and Cumberland Island National Seashore over spring break. The twelve students will camp on a barrier island, canoe the Okefenokee Swamp, and explore the unusual flora and fauna of South Georgia. The Okefenokee is the largest wetland in North America sporting carnivorous plants, floating islands, alligators, endangered wood storks, and ancient cypress trees draped with Spanish moss. Cumberland Island is a protected barrier island on the Atlantic that is home to wild horses, horseshoe crabs, undeveloped beaches and dunes, and miles of tidal marsh.

The trip is lead by Dr. Jim Shores and will take place over spring break from Mar 13-17, 2010.

The Communication Major has launched a new Facebook page. The goal is to provide a) a place for Communication Majors to create community online and b) to provide a central hub of information for announcements and events regarding the major.